

LEO BURNETT COMPANY, Inc.

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# Seal your Christmas with a Smile.

(or, how \$2.00 and six empty Smile SUGAR FREE Gum packs  
can personalize your holiday mail and gifts.)

Smile Sugar Free Gum will send you a sheet of 100  
personalized photostamps from any  
black-and-white or color snapshot you send us.  
Imagine it. Postage stamp-sized pictures of your wife,  
kids, grandchildren, and loved ones, smiling  
out from your Christmas cards or gifts.

You'll find Smile at your favorite store. And you'll like  
Smile because it promotes happiness, not cavities.

Mail to: Seal Christmas with a Smile Offer  
Box 43  
Plainview, New York 11787  
Confidential: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_

I am also enclosing my black-and-white or color photograph(s) (one photo per sheet, up to 4" x 6") for the original  
photostamps. (Please print clearly. Please return my original  
photographs with the stamps.)  
Check to receive order by: \_\_\_\_\_ and send to: \_\_\_\_\_  
Method of payment: \_\_\_\_\_ Check \_\_\_\_\_ Money Order \_\_\_\_\_  
Credit Card \_\_\_\_\_ Charge Account \_\_\_\_\_  
Cardholder Name: \_\_\_\_\_  
Cardholder Address: \_\_\_\_\_  
Cardholder Phone Number: \_\_\_\_\_  
Cardholder Signature: \_\_\_\_\_  
Order expires March 31, 1972.

10¢

**10¢ off on 6-pack of Smile Gum.**

To The Dealer: You are authorized  
to act as our agent for the reduction  
of 10¢ off on 6-packs of Smile Gum  
when you sell plus a handling fee  
if it has been used in accordance  
with our confidence offer. Cash re-  
imbursement value 10¢ off. This  
offer applies to all 6-packs. However,  
proving purchase of sufficient stock  
of our brands to cause a savings  
presented must be shown upon  
request.

Mail requests to Clark Gum  
Company, P.O. Box 1168, Elm City,  
North Carolina 27822. Remittance  
must be included. Clark Gum is a registered  
trademark of our distributor.

Valid only on Smile Gum 6-  
packs. Offer expires December 31,  
1972. Any other use constitutes  
fraud.

10¢

10¢



10¢